

Liverpool John Moores University

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Title: RESEARCH METHODS FOR MANAGERS
Status: Definitive
Code: **7556EBMMI** (119427)
Version Start Date: 01-08-2017

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: European College of Business Management

Team	Leader
Susan Hill	Y

Academic Level: FHEQ7 **Credit Value:** 15 **Total Delivered Hours:** 36
Total Learning Hours: 150 **Private Study:** 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	12
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual Research Plan, Proposal and ethical approval form for a Masters Dissertation, to meet all three learning outcomes (3500 words)	100	

Aims

Enable participants to examine plan and evaluate issues surrounding qualitative and quantitative research processes for business.

Enable participants to examine the relationships between Philosophy, Science and Empiricism.

Enable participants to develop skills in qualitative design and analysis, using business ethnographic, phenomenological and positivist approaches.

Enable participants to undertake a quantitative research design incorporating exploratory, descriptive and causal methodologies.

Enable participants to develop skills in a range of analytical methods, using SPSS and NVivo.

Enable participants to critically evaluate research design, undertaken epistemic approaches, distinguish interpretive approaches, realist philosophies and develop hypotheses.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically appraise the salient qualitative and quantitative issues surrounding a business research problem.
- 2 Plan and identify the stages and tasks for an evaluation of a business research problem, incorporating preliminary research approaches, primary and secondary data requirements, sampling frame and sampling methods.
- 3 Produce a research design, proposal and ethical approval form for a Masters level research project for business management.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Research plan	1	2	3
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Outline Syllabus

Philosophy of Social Sciences – Kuhn's Analysis, Paradigms, Popperian critique, Interpretive Approaches, Realist Approaches, Ethics, Epistemology, Critical Theory. Qualitative Approaches - Anthropology, Ethnography, Subjectivity, Phenomenology and Positivism, Narratives and Stories, Meanings and Metaphors, Writings and Representation, Audience and Reader analysis.

Data - Primary and Secondary sources, Data Types, Sampling procedures and methods.

Quantitative Approaches - Univariate, Bivariate and Multivariate models. Descriptive, Exploratory, Causal Research. Hypothesis Testing.

Analysis and Reporting - Use of SPSS and NVivo, critical writing, dissertation and report design.

Managing the Research Process - Timescales, Project Management.

Research ethics.

Learning Activities

Lectures, workshops and reinforcement sessions.

Notes

This module provides an approach to research methods for managers. It is concerned with those disciplines that surround qualitative and quantitative research methods. The module focus will enable participants to prepare a comprehensive research proposal and plan for a Masters level dissertation. Formative support will be provided during workshops that will assist the students critical thinking and guide them in formulating their thoughts for the research proposal. A proposal is normally worked on as an outcome of this module, which links to the completion of the Research Project module on the programme.